

State of South Dakota

SEVENTY-FOURTH SESSION
LEGISLATIVE ASSEMBLY, 1999

547C0803

HOUSE BILL NO. 1302

Introduced by: Representatives Garnos, Eccarius, and Wilson and Senators Rounds and
Dennert

1 FOR AN ACT ENTITLED, An Act to prohibit certain deceptive advertising in telephone
2 directories.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

4 Section 1. No person may advertise or cause to be listed in a telephone directory an assumed
5 or fictitious business name that intentionally misrepresents where the business is actually located
6 or operating or falsely states that the business is located or operating in the same area covered
7 by the telephone directory. A violation of this section is a Class 1 misdemeanor.

8 Section 2. This Act does not apply to a telephone service provider or to the publisher or
9 distributor of a telephone service directory, unless the conduct proscribed in this section is on
10 behalf of that telephone service provider or that publisher or distributor.